

**DISPOSITION:** 7-21-59. Default—delivered to the Food and Drug Administration.

**6037. Electric massage pillow.** (F.D.C. No. 43000. S. No. 40-257 P.)

**QUANTITY:** 32 cartoned devices at San Francisco, Calif.

**SHIPPED:** 1-14-59, from Brooklyn, N.Y., by Foremost Appliance Corp.

**LABEL IN PART:** (Tag on device) "Combination Heating & Vibrating Electric Massage Pillow \* \* \* Foremost Appliance Corp., B'klyn 1, N.Y."; (ctn.) "Vibrant Heat Electric Massage Pillow \* \* \* Relax and Revitalize"; (leaflet in ctn.) "Men \* \* \* Women Relax-Refresh-Revitalize with the Foremost Electric Vibrating Massage Pillow."

**RESULTS OF INVESTIGATION:** The article was a pillow-shaped device containing a heating element and an electric motor capable of providing vibration.

**LIBELED:** 5-6-59, N. Dist. Calif.

**CHARGE:** 502(a)—when shipped, the labeling of the article contained false and misleading representations that the article was an adequate and effective treatment for revitalizing, rejuvenating, and reducing the body; relieving tensions; giving tone to sagging skin, and firming unsightly bulges; "spot" reducing and dispelling backache.

**DISPOSITION:** 8-18-59. Default—destruction.

**6038. Ultraviolet therapy lamp.** (F.D.C. No. 43167. S. No. 5-686 P.)

**QUANTITY:** 4 large and 2 small devices at Washington, D.C., in possession of Hecht Co.

**SHIPPED:** 1-31-59 and 3-4-59, from Chicago, Ill.

**ACCOMPANYING LABELING:** Placard entitled "Health Lamp."

**RESULTS OF INVESTIGATION:** The placard was prepared by Hecht Co.

**LIBELED:** 6-1-59, Dist. Columbia.

**CHARGE:** 502(a)—while held for sale, labeling accompanying the article contained false and misleading representations that the article was an adequate and effective treatment for relieving pains of arthritis, bursitis, or any muscular ailment; and that the article would provide general health and therapeutic benefits.

**DISPOSITION:** 7-6-59. Consent—claimed by the May Department Stores Co. by Walter E. Reits, Jr., % The Hecht Co. Div., Washington, D.C. The placard was destroyed.

**6039. Slender-belt.** (F.D.C. No. 42990. S. No. 52-053 P.)

**QUANTITY:** 20 individually cartoned devices at Minneapolis, Minn., in possession of Leader Furniture & Carpet.

**SHIPPED:** 3-26-59, from New York, N.Y., by Frank M. Katz, Inc.

**LABEL IN PART:** (Device) "Foremost Slender-Belt" and (booklet enclosed in cartons) "Slenderize \* \* \* Improve Your Figure \* \* \* Slender-Belt."

**ACCOMPANYING LABELING:** Newspaper tear sheets entitled "Help You Slenderize Stay Youthfully Slim."

**RESULTS OF INVESTIGATION:** The article consisted of an electric motor and housing mounted on an upright pole attached to a platform base. On each end of the motor shaft, a web-like belt was attached which was caused to vibrate.

The newspaper tear sheets were prepared by Leader Furniture & Carpet and were used as a display placard.

**LICENSED:** 4-27-59, Dist. Minn.

**CHARGE:** 502(a)—when shipped and while held for sale, the labeling contained false and misleading representations that the article was an adequate and effective treatment for slenderizing and improving the figure; reshaping the figure for better health; easing sore muscles and joints; eliminating fat deposits in specific areas of the body; and building healthy tissues.

**DISPOSITION:** 6-30-59. Default—delivered to Food and Drug Administration.

**6040. Phonograph records.** (F.D.C. No. 42933. S. Nos. 47-833/7 P.)

**QUANTITY:** 50 sets, each set consisting of a folder of 3 records each, at Windsor, Conn.

**SHIPPED:** 2-3-59 and 3-19-59, from Chicago, Ill., by Audio-Suggestion Institute, Inc.

**LABEL IN PART:** (Record) "Audio Suggestion Institute \* \* \* Pressed for Audio Suggestion Institute."

**ACCOMPANYING LABELING:** Booklet in folder entitled "Applied Home Hypnotherapy"; leaflets entitled "Are You Digging Your Own Grave?"; letterheads entitled "I hereby order and agree" and "Agents/Your Profit Schedule"; sales instructions entitled "Direct Sales Approach"; letterhead applications to become a dealer; reprints of articles from the 10-29-58, 10-28-58, and 2-2-59 issues of the Chicago Daily Tribune; reprints of article from the 8-17-58 issue of the Chicago Sun Times; reprints of article from the December 1958 issue of the Cosmopolitan magazine; reprints of portions of articles from the August 1958 issue of True Story magazine, September 1958 issue of McCall's magazine, and July 1958 issue of Science Digest magazine; reprints of a portion of 11-3-58 issue of Life magazine; reprints of letterhead entitled "Home Hypnotherapy Course/Complete course 202A \* \* \*"; reprints of portion of article from October 1956 issue of Reader's Digest magazine; reprints of testimonial letters dated 7-9-58 by Mrs. Wm. Hutchinson and 7-12-58, by Mrs. Viola Granado; reprints of article from the November issue of Popular Medicine magazine; reprints of letter to "Fred X. Stark, Pres." signed by "George B. Stone" containing ad "Can't Lose Weight?"; reprints of article from the 2-11-59 issue of the Chicago Daily News.

**LICENSED:** 4-16-59, Dist. Conn.

**CHARGE:** 502(a)—when shipped, the labeling of the article contained false and misleading representations that it was an adequate and effective treatment for improving mental health and well being; causing one to become a dynamic, vigorous personality; providing a healthier, happier, more abundant life; curing mental distress; controlling the appetite; overcoming nervous tension, headaches, insomnia, smoking habit, nail biting, indigestion, overeating, alcoholism, frigidity, impotence, cerebral palsy, bed wetting, asthmatic attacks, menopausal difficulties, paralysis of polio, tuberculosis, arthritis, sinus trouble, blindness, cancer, neurosis, ulcers, stammering, skin troubles, bad habits, and anxieties; healing wounds; curing warts; reducing or gaining weight; increasing sexual powers; and that the article would provide through "home hypnotherapy" a means of overcoming specific problems.

**DISPOSITION:** 6-19-59. Default—delivered to the Food and Drug Administration.